

Writing Goal Statements for Resumes

Goal statements are sales tools. They are your one chance in a resume to say whatever you want about yourself. They are a bit like quotes in news releases—you can say what you want because *you* are not really saying it, someone else is. The same is true with goal statements. You get to answer the often-asked question “where do you see yourself in five to ten years?” before you are ever actually invited in for an interview. Goal statements in practice are rhetorical. They allow you to show that you are knowledgeable about the organization and that you have some idea of your own strengths.

Sample Goal Statements

I seek a management position in which I can employ my organizational communication skills. As an expert in public relations and webbed communication, I recognize the importance of effective communication between organizations and publics. I can help your organization take advantage of the new communication technologies to effectively market your products/services and to build relationships with customers and key publics.

My goal is become an expert in the area of knowledge management. Knowledge management involves integrating communication theory, research, and computer technologies to meet the needs of dynamic, complex organizations. Given Company X's [use their name] position in [what], I believe that my current experience would be an asset and give me the opportunity to learn more about how to apply knowledge management in a [company type] setting.

Over the course of my public relations education at Montclair State, I have had the opportunity to study communication from a variety of perspectives: interpersonal, organizational, intercultural, nonverbal, and mediated. Although each class teaches me new skills, my real interest is in public relations where I hope to obtain a management position and eventually work with clients in the [fashion, sports, etc.] industry.

My short-term goals include obtaining an entry-level position in public relations where I can hone my communication and management skills. My long-term goals include working in an international/intercultural setting, perhaps at one of your international offices, where I might travel and expand my understanding of international public relations.

In the short-term, I hope to work for an organization that serves a variety of clients. I hope is strengthen my public relations skills by participating in strategic management and planning as well as learning what public relations tactics work best in different settings. Ultimately I would like to work as an account executive or supervisor with clients in the entertainment industry.

As a long-time fan of the New Jersey Devils I have always dreamed of working with the team. Given my passion for the team, my love of sports, and my public relations and communication skills, I believe that I would make an excellent choice for an intern. My goal is to work closely with more experience sports public relations experts and develop the skills and expertise needed to pursue a career in sports public relations when I graduate.

Resume Suggestions

The resume must be appropriate for the field in which you are applying. For example, if you were applying for a job as a graphic designer you would be expected to have a creative and visually appealing resume that utilized color, design elements, etc. In public relations, you are expected to know the rules of Associated Press (AP) style, have visually appealing resumes free of errors, and write in a straightforward fashion—i.e., without the use of hyperbole.

- Avoid phrases like: “controlled membership verification” (you “Signed up new members”); “formulate new patient media folders” (you “Labeled and filed patient folders,”); “multitask to achieve quality service” (you “Assisted with customer service”), etc. Be clear about what your responsibilities were. You are not applying for a job as a waiter/waitress or sales person anymore. Professional communicators expect professional writing. You will more readily get the job by demonstrating that you know how to write effectively and adapt to your audience.
- Be sure to follow all AP style rules when writing telephone numbers, dates, e-mail addresses, etc., when applying for a writing or public relations position.
- My resume handout suggests that you should **not** use sans serif fonts (like Helvetica, Arial, etc.) and you should **not** use Times. Follow the handout. Follow Disney’s advice.
- Do not use a font that is too small to read easily or fax well just to keep your resume to one page.
- Never make your address or other contact information smaller than the body type of your resume. If the employer cannot read your cell phone number after you fax your resume, what was the point of sending it?
- Many resumes include a list of adjectives (motivated, hard working, etc.). A statement of goals is better. Since everyone lists almost the same things, everyone becomes equal on this point. The person with the best interview skills will simply get the job. However, the person who writes a well-crafted and articulate statement of goals will stand out.
- Do not list everything that you did at every job. If you list six things for every job I might conclude that you have told me everything. If what you listed is not what I want, then I have no reason to call you. List only the top three activities so that I can see what skills you have and what “potential” you might have.
- Move your education to the top!
- Include any foreign language skills and level of proficiency in the education section.
- Explain how well you can use each computer program that you list (e.g., “basic understanding,” “advanced training,” etc.).
- **Take note of spelling:** Microsoft Word (with space), PowerPoint (without spaces and with nonstandard capitalization), QuarkXPress (no spaces, nonstandard capitalization), etc. Pay attention to the spell checker on Microsoft Word! If the spell checker is not turned on to “automatically check” for misspellings, turn it on!
- **You must pay more attention to details! Stop doing what you have *always* done and learn to do it right!**